**20:06:10:08.  Necessity for disclosing policy provisions relating to renewability, cancelability, and termination.** When an advertisement or solicitation refers to either a dollar amount or a period of time for which any benefit is payable, or the cost of the policy, or specific policy benefit, or the loss for which such benefit is payable, it shall disclose general policy exceptions, reductions, and limitations, in a manner which does not minimize or render obscure the qualifying conditions.

 **Source:** 4 SDR 6, effective August 9, 1977; 12 SDR 151, 12 SDR 155, effective July 1, 1986; 27 SDR 54, effective December 4, 2000; 38 SDR 116, effective January 10, 2012.

 **General Authority:** SDCL 58-33A-7.

 **Law Implemented:** SDCL 58-33-5, 58-33-6, 58-33-7, 58-33A-8, 58-33A-10.